



## UNLV International Business Program

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### **Business education in a global economy**

A world-class University embraces the world. A prosperous regional economy does the same. While all Lee Business School students receive some international exposure through their required coursework, the IB (International Business) Program provides the opportunity for IB majors and other interested students to internalize a global mindset. The vision of the program is a graduate with the business skills to contribute to an enterprise, and the ability to function effectively in a global multi-cultural environment. This requires programs that reach beyond the classroom. UNLV IB offers students business experience through internship programs and international experience through credit for study abroad. Students benefit by becoming prepared to participate in the global economy. The business community benefits from an increased human resource pool that has acquired a global outlook and international business skills.

### **About the Program**

Using a grant from the Department of Education that was extended through June of 2013, UNLV IB has established pilot programs to allow an increased number of students to augment their classroom learning with business and international experience prior to graduation. The goal is to sustain and improve these programs beyond the life of the grant.

### **Study abroad:**

To become conversant in another culture, there is no substitute for living in that culture. UNLV offers opportunities for international study in an effort to broaden student's understanding of the language, business culture, and national/regional cultural nuances. For many of our students the expense of study abroad is a significant barrier, particularly when coupled with loss of income from local employment. Funds from the grant currently provide partial support to students studying abroad. The continuation of this important aspect of international business education is dependent on private support to provide the necessary economic resources to continue and expand the opportunity for foreign study for our students.

### **Internships:**

IB interns are currently working with organizations such as NIE (Nevada Industry Excellence) to learn to develop plans to expand client companies' revenue base beyond the current national base of operations. In the fall of 2012 UNLV IB initiated a program to subsidize the cost of an intern to interested businesses that agree to accept an intern in to their organization and to offer the opportunity for the student to learn in a "hands on" environment. These programs are intended to benefit both the hiring company through the utilization of a resource which may not have been available without the program, and obviously to benefit the students through real world experiences and learning from those already involved in the international business environment.

## What students are saying

Amber Mason, who interned with NIE, said she expanded her knowledge of international business after helping write export plans for two companies -- one that manufactures magnetic sleep pads and the other a metal-cutting machinery company.

"I learned more about exporting than I thought I would," said the senior management major and entrepreneurship minor. "I felt very much a part of a team putting together plans for these companies -- the way it really would be in the business world."

## How you can help

These programs have been started with federal grant money. To sustain, improve and expand them requires sustainable funding and an institutional structure to nurture them. Support can be directed to the following programs specifically or to the program in general:

- Fund study abroad scholarships
- Fund internships or hire an intern
- Underwrite faculty and graduate student development in International Business
- Institutionalize the IB program at UNLV
- General student support

**Fund study abroad scholarships** – Financial support for the study abroad scholarship program will permit the continuation and expansion of our capability to provide students a “hands on” international business learning experience that cannot be accomplished in the classroom.

**Internship funding** – The program strongly encourages businesses to provide paid intern positions, whenever possible, as well as other unpaid internship opportunities to enhance their international business educational experience. The program supports interns working with clients of the Nevada Industry Excellence (NIE) ExporTech Program and will begin subsidizing internships in other enterprises when these opportunities fit the student’s needs but cannot be completed as a paid internship for various reasons. These programs provide outreach, improving the international business skills of the community, as well as providing practical experience for students. Hiring an intern builds this program directly. Financial support allows cultivation of local and international internships.

**Faculty and graduate student development** – Besides its students, a unique resource a university offers to the community is the expertise of its faculty. Support for faculty and graduate students enables them to keep current on cutting edge thinking regarding best practices in international business and will encourage UNLV faculty to direct their expertise toward international business problems. Maintaining and developing this faculty expertise enhances the value the program provides to students in and out of the classroom as well as to the greater international business community.

**Institutionalizing the program** – Sustaining and growing the program requires a consistent recruitment and education effort among students and local businesses. Ultimately, this requires a permanent structure, such as a Center for International Business. Support for such a center equates to an endowment for the above programs and for increased international business education and capability for students and the provision of both current and future international business resources for the business community.

**General student support** – During spring 2012 the program was grateful to receive significant scholarship support from Aristocrat Technologies Inc. (ATI) and the Association of Gaming Equipment Manufacturers (AGEM). The \$100,000 gift from ATI provides four, \$5,000 scholarships for five years. The gift from AGEM provides two \$5,000 scholarships. These scholarships are particularly valuable to the students because, in addition to financial support, they provide opportunity for interaction between student and donor.